

01-23-01

A

01/22/01
 3c912 U.S. PTO

| | |
|---|---|
| UTILITY PATENT APPLICATION TRANSMITTAL | Attorney Docket No.: US20000181 Inventor Name(s): Charles L. Jones Title: Brand Equity System and Method of Increasing the Same Express Mail Label No. EL287859793US |
|---|---|

01/22/01
 09/767431
 U.S. PTO

| | |
|-----------------------------|---|
| APPLICATION ELEMENTS | ADDRESS TO: Assistant commissioner for Patents Box Patent Application Washington, DC 20231 |
|-----------------------------|---|

- ☒ Fee Transmittal Form.
☒ Specification comprising (19) pages, (22) claims.
☒ Drawings (**Seven (7)** sheets
☒ Declaration and Power of Attorney

ACCOMPANYING APPLICATION PARTS


- ☒ Assignment Papers (cover sheet and document(s))
☐ Information Disclosure Statement (IDS)/PTO-1449
☐ Copies of IDS citations
☐ Preliminary Amendment
☒ Return Receipt Postcard
☐ Other:

IF A CONTINUING APPLICATION

☐ Continuation ☐ Divisional ☐ Continuation-in-Part (CIP) of prior application No:
 Prior application information: Examiner: Group/Art Unit:

CORRESPONDENCE ADDRESS

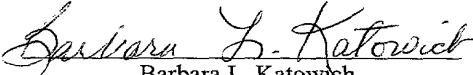
| | | | | | | |
|---------|--|-----------|---------------------|----------|---------------------|--|
| Name | WHIRLPOOL PATENTS COMPANY – MD 0750 | | | | | |
| Address | 500 Renaissance Drive | | | | | |
| City | St. Joseph | State | Michigan | Zip Code | 49085 | |
| County | Berrien | Telephone | 616-923-3870 | Fax | 616-923-5778 | |

| | | | |
|-----------|---|------------------|-------------------------|
| Name | ROBERT O. RICE | Registration No. | |
| Signature |  | 26,574 | January 22, 2001 |

CERTIFICATE OF MAILING

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as Express Mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231

Date: January 22, 2001


 Barbara L. Katowich

FEE TRANSMITTAL FORMTotal Amount of Payment **\$826.00**

Application No.:
Filing Date: Concurrently herewith
Inventor(s): Charles L. Jones
Title: Brand Equity System and Method of
Increasing the Same
Attorney Docket No.: US20000181

Jc841 U.S. PRO
09/767431**CLAIMS AS FILED - PART I****OTHER THAN SMALL ENTITY**

| | Number Filed | | Number Extra | Rate | Fee |
|--------------------|-----------------|-----|-----------------|-----------|----------|
| Basic Fee | 1 | | | \$710.00= | \$710.00 |
| Total Claims | 22 | -20 | 2 | x \$18 = | 36.00 |
| Independent Claims | 4 | -3 | 1 | x \$80= | 80.00 |
| TOTAL FEE = | | | | | \$826.00 |

CLAIMS AS AMENDED - PART II

| AMENDMENT A | Claims Remaining After Amendment | | Highest Number Previously Paid For | Present Extra | Rate | Additional Fee |
|--------------------|---|-------|---|------------------|------|-------------------|
| Total | | Minus | | | \$18 | |
| Independent Claims | | Minus | | | \$80 | |
| TOTAL FEE = | | | | | | 0 |

| AMENDMENT B | Claims Remaining After Amendment | | Highest Number Previously Paid For | Present Extra | Rate | Additional Fee |
|--------------------|---|-------|---|------------------|------|-------------------|
| Total | | Minus | | | \$18 | |
| Independent Claims | | Minus | | | \$80 | |
| TOTAL FEE = | | | | | | \$ |

SUBMITTED BY:

Name **ROBERT O. RICE**Registration No. **26,574**

Signature

Date: **January 22, 2001**Charge Deposit Account No. **23-1660** in the amount of **\$826.00**.

The commissioner is hereby authorized to charge any additional fees which may be required or to credit any overpayment to account **23-1660**.